



SOCIAL MEDIA POLICY

Summary

In the interest of protecting our business and our authors, while preserving each individual's right to autonomy, Water Dragon Publishing has established this policy regarding online association and social media content and conduct. We will not censor any content on your personal social media accounts; however, we will require you to adhere to a professional code of conduct on your professional social media accounts for the duration of your association with Water Dragon Publishing.

It is the policy of Water Dragon Publishing to only associate with (e.g., link to) *professional* websites, blogs, social media pages and groups.

As an author published by Water Dragon Publishing, you have the responsibility to maintain high standards of professionalism in your business dealings. Be mindful of the potential impact that injudicious posts can have on the reputation of Water Dragon Publishing, your fellow authors, and yourself. The posting of personal opinions or images on your professional page could reflect poorly on all who are associated with it. Violation of the social media policy may result in the termination of your contracts with Water Dragon Publishing.

Water Dragon Publishing encourages its authors to use social media to promote their professional personas, their works and events, their publisher, and their fellow authors. To that end, Water Dragon Publishing offers assistance in the establishment and maintenance of accounts on a wide variety of social media platforms.

Water Dragon Publishing herein sets policy for association with, and content and conduct regarding, professional social media accounts owned or managed by its authors or staff.

1. Professional vs. Personal Social Media Accounts

Water Dragon Publishing does not associate with or set policy for content and conduct on personal social media accounts. Personal social media accounts are your platforms for the expression of personal interests (food, animals, politics, religion, etc.), whereas professional social media accounts are a platform for the promotion of your professional persona, your works, and any industry events you attend in a professional capacity.

Water Dragon Publishing does not require its authors to establish and maintain professional social media accounts; however, our professional social media accounts will associate only with your professional social media accounts. Declining to establish and maintain professional social media accounts will limit our ability to interact with you via these channels and help you promote your works.

For your professional social media presence, we *strongly recommend* that you create separate professional accounts that are distinct from your own personal accounts for each social media platform on which you choose to participate. While you might find it inconvenient to have to post content to more than one location (although there are software applications that can make this less cumbersome for you), having separate pages provides several advantages for you, including the following:

- It allows you to more easily segregate the information that you want to publicly share with your current and prospective readership from the information that you want only your friends and family to see.
- Water Dragon Publishing will, as it deems appropriate, link to and share posts from your professional accounts. This helps us all focus on topics related to books, writing, and other subjects of related interest to our readers. It also provides us with a network of platforms on which we can promote each other's works and events.

2. Social Media Code of Conduct

One of the foundations of our mission at Water Dragon Publishing is non-discriminatory inclusiveness. This means that, just as we welcome the submission of stories from all genres and authors, we also require that our authors and staff interact respectfully with our audience, regardless of their gender identification, sexual preferences, race, etc. Any form of “hate speech” expressed on an author's professional social media account(s) associated with Water Dragon Publishing will not be tolerated. We also expect our authors and staff to refrain from:

- expressing personal opinions that do not reflect the professional opinions of Water Dragon Publishing
- sharing posts that, intentionally or not, negatively represent or impact another person or group of people

The Water Dragon Publishing Professional Code of Conduct is not limited to the statements made above. Use your common sense and human compassion when interpreting this policy.

3. Violations of This Policy

Authors found to be in violation of these guidelines, after review by the Water Dragon Publishing leadership team, will be subject to these actions:

- Cancellation of any and all currently active publishing contracts with the Author. All contractual rights to the Author's books will be immediately returned to them.
- Removal of the any and all of the Author's books from the Water Dragon Publishing website and, as quickly as is feasible, from all distribution marketplaces to which Water Dragon Publishing directly provides their books for sale.
- Any royalties due to the Author as of the date of the termination of their contract will be paid within ten (10) days of the termination of their contract.

4. Signature

I have read and understand the Water Dragon Publishing Social Media Policy and agree to the terms and penalties as stated herein:

Author

Date

SOCIAL MEDIA STRATEGY GUIDELINES

Here is an overall concept of how all of the pieces of your online presence might work together in order to help you promote your professional persona, your work and Water Dragon Publishing:

- **Professional Website:** Your professional website can serve as a general portal into your professional persona and works. Everything you want your audience to know can be made available from here. It can include excerpts from your professional social media feeds, your latest professional blog post, where to buy your books, links to other books from your publisher that your audience might find of interest, etc. It can serve as a one-stop shopping experience for your audience who want to see what's new with you.
- **Twitter:** Use tweets as short (280-character maximum) bursts of thought (“Great review of my book on Goodreads! <link>”). Keep in mind that these posts tend to be extremely transitory and can get easily lost if your readers are following a lot of Twitter feeds. Use tweets as quick reminders, with links to more detailed items on your other social platforms.
- **Facebook:** Facebook posts give you a chance to provide a longer message (although keeping it to only a few paragraphs is recommended). You can use Facebook can keep your audience posted on your writing progress, tease them with excerpts, cover reveals, etc. You can also host both public and private discussion groups on Facebook, should you wish to create ones specific to your works or other writing-related topics.
- **Professional Blog:** Your professional blog is a place for you to share your detailed thoughts on a subject. This is a better platform for essay-type dissertations, but don't be afraid to break long ones into multiple posts/days to make it easier for your followers to read and digest.
- **Other Platforms:** There are other professional social media platforms, such as Instagram, Pinterest, Goodreads, FictFact, BookCrossing, LinkedIn, YouTube, TikTok, etc. These are also good platforms on which to create a presence and help spread the word about your book and Water Dragon Publishing.

We also encourage you to link to or share posts provided by Water Dragon Publishing on its social media pages.

If you have not done so already, we encourage you to create accounts on these social media platforms as soon as possible. Should you need assistance in doing so, please feel free to contact us at marketing@waterdragonpublishing.com at any time.